

General Certificate of Education  
January 2005  
Advanced Level Examination



**COMMUNICATION STUDIES**  
**Unit 5 Culture, Context and Communication**

**CMS5**

Monday 24 January 2005 1.30 pm to 3.00 pm

**In addition to this paper you will require:**  
an 8-page answer book.

Time allowed: 1 hour 30 minutes

**Instructions**

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is CMS5.
- Answer **two** questions: Question 1 in Section A and **one** other question from Section B.

**Information**

- The maximum mark for this paper is 60.
- All questions carry 30 marks.

**Advice**

You are advised to:

- draw on relevant theoretical perspectives (feminism, Marxism, post-colonialism, postmodernism)
- use the key concepts (culture, ideology, identity, mode of address)
- illustrate your answers with appropriate examples.

**Quality of Written Communication**

You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically. Account will be taken of your use of grammar, punctuation and spelling.

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**SECTION A**

Answer Question 1.

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- 1** “Questions of cultural value cannot simply be reduced to matters of personal taste. We must have some agreement about what is good and what is bad. If the only criterion for judging a work of music, art or literature is whether or not an individual likes it, then we really can be accused of abandoning standards altogether.”

Drawing on examples from popular culture and high culture, discuss this view of the value of cultural products. In your answer you should identify other criteria which could be used in addition to ‘personal taste’. *(30 marks)*

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**SECTION B**Answer **one** question from this Section.

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- EITHER 2** It is sometimes said that ‘what you see is what you get’.

To what extent is this true of the meanings attached to personal communications such as clothing, body adornment and personal possessions? *(30 marks)*

- OR 3** How do organisations seek to influence the perceptions of customers, clients and employees?

In your answer you should consider the role of language and images in forming the corporate culture of organisations. *(30 marks)*

- OR 4** “Magazines and tabloid newspapers take it for granted that everyone wants to be famous. Television programmes such as *Pop Idol* and *Big Brother* encourage viewers to think that ‘ordinary people’ can become celebrities.”

Discuss the ways in which the idea of celebrity features in the media’s transmission of cultural values. *(30 marks)*

- OR 5** In recent years some observers have detected a ‘postmodern turn’ in the design and interpretation of places and spaces.

Using examples with which you are familiar, discuss the usefulness of the idea of postmodernism in the context of the constructed environment. *(30 marks)*

**END OF QUESTIONS**